

Amendment under 37 C.F.R. §1.116
Attorney Docket No. 032148
Application No. 10/743,806

REMARKS

Claims 1 and 3-15 are pending in the present application. Claims 13 and 15 are withdrawn. Claims 1 and 14 are herein amended. No new matter has been presented.

Claim Rejections – 35 U.S.C. §§ 102 and 103

Claims 1, 3-8, 10-12 and 14 were rejected under 35 U.S.C. § 102(e) as being anticipated by **Lim** (US 7,053,880); and claims 8 and 9 were rejected under 35 U.S.C. § 103(a) as being unpatentable over **Lim** in view of **Sato** (US 7,030,848).

Favorable reconsideration is requested.

(1) Applicants respectfully submit that Lim does not teach or suggest using “lights of only three colors, which consist of red, green and blue,” and a frame including only “three subframes corresponding to the three colors” as recited in amended claims 1 and 14. Lim discloses the use of four subframes per frame as shown in, *e.g.*, Fig. 8.

(2) Applicants respectfully submit that Lim does not teach or suggest “the grayscale level of the maximum brightness being variable for each of three sub-frames corresponding to the three colors throughout performing the display” as recited in amended claims 1 and 14. Lim discloses that maximum brightness for each of red, green and blue in Lim has a constant level, 127, and only the brightness of a fourth subframe SF4 (color X, Fig. 8) may have a variable level.

For at least the foregoing reasons, claims 1, 3-12 and 14 are patentable over the cited references. Accordingly, withdrawal of the rejection of claims 1, 3-12 and 14 is hereby solicited.

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In view of the aforementioned amendments and accompanying remarks, Applicants submit that the claims, as herein amended, are in condition for allowance. Applicants request such action at an early date.

If the Examiner believes that this application is not now in condition for allowance, the Examiner is requested to contact Applicants' undersigned attorney to arrange for an interview to expedite the disposition of this case.

If this paper is not timely filed, Applicants respectfully petition for an appropriate extension of time. The fees for such an extension or any other fees that may be due with respect to this paper may be charged to Deposit Account No. 50-2866.

Respectfully submitted,
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